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Y-IPO
~~1984~~ 1982

AUTHOR

CSC- New Product Identification

TITLE

Study

DATE
LOANED

BORROWER'S NAME

Y-IPO
~~1984~~

COMPUTER SCIENCES CORPORATION
INTERNATIONAL DIVISION

NEW PRODUCT
IDENTIFICATION STUDY

INPUT



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PROJECT SUMMARY

AGREED SCOPE

- Identify at least five areas of opportunities from :
 - Banking and Finance
 - Credit Card Switch
 - Bank Processing
 - Personal Trust
 - Cash Management
 - Foreign Exchange
 - Process Manufacturing
 - Structural Design
 - Engineering
 - Reserves, Energy Production
 - Distribution
 - Fleet Management/Transportation
 - Order Entry
 - Container Management
 - Automobile Dealers

PROJECT SUMMARY

INTERVIEWS CONTRACTED

- At least 15 companies

ACCOMPLISHED

- Interviews: 31
- Interest Level
 - Refusals: 14
 - Interested: 17
- Products Identified: 21
 - High opportunity: 9
 - Medium opportunity: 7
 - Low opportunity: 5
- Company Meetings Arranged
 - Anacomp
 - Rand Information Systems

REFUSALS

<u>COMPANY</u>	<u>REASON GIVEN</u>
● Cycare Systems	- International distribution is low priority
● Bradford National	- Basically couldn't make his mind up whether he was interested or he wasn't
● Dow Jones Information Services	- Would not return calls
● ACSIS	- Products are really aimed at micros and minis
● Kirchman	- No interest in joint marketing/distribution
● National Central Bank	- Product has become obsolete in NCB view
● Distribution Sciences	- Would not return calls
● Proprietary Computer Systems	- Subsidiary of CISI/SIA
● Mortada International	- Too small
● H. J. Gruy & Associates	- Would not return calls
● J & H Computing Inc.	- Too small
● Logicom	- Not an interactive package
● Dialog Information Systems	- Satisfied with current agreements
● Intercom	- Would not return calls

SPECIFIC PRODUCTS IDENTIFIED

INPUT

SPECIFIC PRODUCTS IDENTIFIED

- Banking and Finance

- Credit Card Switch

- Tyme/Switch

Tyme Corp. (A. O. Smith)

- Mpact

Affiliated Computer Systems

- Personal Trust

First System Services

- Foreign Exchange

Shaw Associates

- Bank Processing

- ◁• BMIS

Affiliated Computer Systems▷

- ◁• CIS/Plus Others

Anacomp▷

- Other

- SLP (Thrift Planning)

Remote Computing Corp.

- Commodities Data Base
(Merlin)

Remote Computing Corp.

SPECIFIC PRODUCTS IDENTIFIED

- Process Manufacturing
 - Structural Design and Engineering
 - Simon USS Engineers and Consultants
 - Magnetic A. O. Smith
 - GASSS/LIQT Stoner
 - < PET /Series J & H Computing >
 - TRI /Series AAA Technology
- Other
 - < Manufacturing System A. O. Smith >

SPECIFIC PRODUCTS IDENTIFIED

- Distribution

- Fleet Management and Transportation

- Traffic Rate/Route Republic Tech. & Cons.
- Fleet Management System Talquin Corp.
- Vehicle Maintenance Control Computer Cost Control
- Comcheck Comdata
- Automotive Distribution System Dyatron
- Automotive Dealer System Reynolds & Reynolds

- Order Entry and Distribution

- ◁ • Wholesale Distribution Keydata ▷
- Asset Datatel

HIGH OPPORTUNITY PRODUCTS

INPUT

HIGH OPPORTUNITY PRODUCTS

<u>PRODUCT</u>	<u>FUNCTION</u>	<u>COMMENT</u>
FBT (First System Services)	Multi-bank, multi-user personal trust system	Easily adaptable to non-U.S. requirements
VMCS (Computer Cost Control)	Vehicle maintenance control system	Good T/S and professional services opportunity
GASSS/LIQT (Stoner Associates)	Pressure flow analysis	Partially introduced in Europe (U.K.)
ADS (Reynolds & Reynolds)	Automobile dealer system	Huge user base (1,300 on-line in U.S.)
ASSET (Datatel)	Office products dealer system	Network would provide integration
IBS (Shaw Associates)	International foreign exchange	Swift & Telex link also provided
MERLIN (Remote Computing)	Commodities/futures/ options database	Largest DB of this type available
TYME/SWITCH (Tyme Corp.)	High transaction volume EFT switch	International interest in the product
MAGNETIC (A. O. Smith)	Electric field/design tool	International interest in the product

PRODUCT DESCRIPTION

FIRST BANK TRUST SYSTEM

FIRST SYSTEM SERVICES

- Comprehensive on-line, multi-bank system offering automated services covering all trust department requirements
- Immediate access to account cash and assets positions, on-line edit and balancing controls, complete security systems, automatic tickler (generating "pending transaction" lists)
- Easily adaptable to non-U.S. requirements
- IBM 370/3030 series, 3081/4341
- MVS/CICS/VSAM
- ALC
- 1975
- 20+ banks (100-8,000 users each)
- Can be sold by generalized sales force, but you are dealing with trust managers so specialist support needed

PRODUCT DESCRIPTION

VEHICLE MAINTENANCE CONTROL

COMPUTER COST CONTROL

- VMCS manages and controls:
 - vehicle maintenance activities
 - maintenance operations
 - repair category trend analysis
 - mechanic recap
 - preventive maintenance activities
 - fuel report
- Preventive Maintenance Scheduling System (PMSS) is an option
- IBM 370/4300/3031, Amdahl etc.
- 1962
- 26 users
- Generalized sales force supported by maintenance specialist
- Prefer percent of sales
- If CSC has graphics capability, would enhance service

PRODUCT DESCRIPTION

GASSS/LIQT

STONER ASSOCIATES LTD.

- Simulates the pressure flow relationships in systems composed of pipes, compressors, regulations, valves, fittings, wells, fields and processing plants
- IBM/TSO, Prime 750
- 1974
- 50 users
- Some engineering knowledge required, but generalized sales force can handle with skilled support
- Programs up on Boeing and National CSS in the U.K. but not elsewhere
- No exclusive distribution agreements except in Australia

PRODUCT DESCRIPTION

AUTOMOBILE DEALER SYSTEM

REYNOLDS & REYNOLDS

- Accounting, inventory control, service order writing, payroll, fleet leasing, etc.
- Burroughs 3800/Cobol
- Remote batch users: 1,900
- On-Line users: 1,300
- Have overseas TK agreements
- Recently formed International Division (and are seriously interested in agreements)
- Also want to discuss using U.S.-based network to develop a new product

PRODUCT DESCRIPTION

ASSET

DATATEL

- Order entry, automatic purchase order generation, inventory control, accounting, contract handling package for office products dealers
- Network would provide on-line order entry, remote monitoring of inventories for dealer net. Currently a TK package.
- Microdata/Reality, Honeywell L6, Ultimate, etc.
- 52 installations since 1978
- Generalized sales force can sell

PRODUCT DESCRIPTION

INTERNATIONAL BANKING SYSTEM

SHAW ASSOCIATES

- On-line system comprised of:
 - multi-currency accounting
 - foreign exchange
 - euro currency deposits/placements/loans
 - letters of credit/bankers acceptance
 - money transfers
- May require modification to operate in T/S mode
- IBM 370/4300 series
- DOS/VS; OS
- Cobol and Assembler
- 1981, small number of users
- Could be sold by generalized sales force with skilled support from banking specialist

PRODUCT DESCRIPTION

MERLIN

REMOTE COMPUTING CORP.

- Historical database of commodity options/futures and securities (largest T/S database available)
- Daily price, volume and technical/fundamental data on all underlying commodities and securities
- 150 indices and stats on:
 - NYSE
 - AMEX
 - NASDAQ
 - Dow Jones
 - S & P
 - Value Line
 - Moneymarket
- Dial-Data service being sold to Apple users
- Burroughs 6900+/FORTRAN and ALGOL
- 30 brokerage firms (including Merrill Lynch)
- Requires sales force to interface with the research departments of commodities brokers

PRODUCT DESCRIPTION

TYME/SWITCH

TYME CORP. (A. O. SMITH)

- Developed by four Milwaukee Banks
- Currently negotiating with a foreign country
- A. O. Smith has software marketing agreement
- 24 hour/7 day financial settlement network switch between 284 financial institutions
- 233 ATM and 17 POS connected
- 5 million transactions/year
- Operated profitably from day 1 (Dec. 1976)
- IBM 370/OS/COBOL
- Tandem/TAL
- Generalized sales force plus network specialist

PRODUCT DESCRIPTION

MAGNETIC

A. O. SMITH

- Design of electrical equipment generating (or operating in) magnetic field
- Currently a 2-D package (developed in 1980)
- Strong interest being shown by:
 - Prudential Insurance Ltd (U.K.)
 - General Electric (U.S.)to fund development of 3-D version
- CDC in process of converting programs to Cybernet
- IBM 370/OS/Fortran IV
- Electrical engineering knowledge needed to sell and support
- 20 users (includes GE & CDC in-house usage)

MEDIUM OPPORTUNITY MARKETS

INPUT

MEDIUM OPPORTUNITY MARKETS

<u>PRODUCT</u>	<u>FUNCTION</u>	<u>COMMENTS</u>
FMS (Talquin Corp.)	Fleet management system	VMCS is better product
TRI/SERIES (AAA Technology)	Drilled footings, flare header design, etc.	Previous CSC domestic dealings (?)
SIMON (USS Eng. & Consultants)	Design of steel girder bridges	Medium volume product
ADS (Dyatron)	Automobile Dealer System	Remote batch possibilities
TRR (Republic Tech.)	Traffic Rate/ Route System	Some freight rate DB conversion
COMCHECK (Comdata Network)	Funds management	Similar to VISA/ credit card operations
MPACT (Affiliated Computer Systems)	EFT network switch	Tyme/Switch is better product

PRODUCT DESCRIPTION

FLEET MANAGEMENT SYSTEM

TALQUIN CORP.

- "Fleet" is a comprehensive vehicle management system including:
 - Operations and maintenance cost analysis
 - Vehicle inventory management
 - Repair history
 - Preventive maintenance
 - Vehicle utilization
 - Work management
- Also contains a report writer and interfaces to general ledger and accounting systems
- Developed by Florida Power
- Marketed to utilities and government
- IBM 370/MVS/CICS/VSAM
- COBOL (to programs)
- 1981 (December); 2 users so far
- Package is comprehensive and requires salesmen to be trained on detailed functions

PRODUCT DESCRIPTION

TRI/SERIES

AAA TECHNOLOGY

- (Have worked with CSC domestic in past)
- TRI/FLARE, TRI/DRILL, TRI/MAT, TRI/VESSEL, TRI/FLEX
- Design and analysis of drilled footings
- Design of octagonal mat foundations
- Flare header system
- Design of vertical and horizontal pressure vessels
- Design and analysis of above-ground piping systems (thermal, pressure and weight effects)
- IBM 370/UNIVAC and others
- FORTRAN IV
- 625 users (Triflex); 25+ others
- Generalized sales force except for TRI/FLEX

PRODUCT DESCRIPTION

SIMON

USS ENGINEERS AND CONSULTANTS

- Preliminary design of steel girders for bridges in accordance with standard specifications
- Developed by Wisconsin Department of Transportation
- Interactive package
- CYBER 175, Honeywell DPS-8
- FORTRAN IV
- (UCC, CDC and many engineering consultancies)
- Requires engineering background
- USS Engineering and Construction has offices in Canada and Saudi Arabia

PRODUCT DESCRIPTION

AUTOMOTIVE DISTRIBUTION SYSTEM

DYATRON

- Accounting and inventory control system for automobile dealerships (usually large)
- Typical software configuration sells for \$500,000 for large dealers, \$80,000 for small
- Assembly programmed in BASIC (DG Eclipse)
- \$8-10 million per annum from the TK system sales
- 200 users worldwide
- No restrictions on non-U.S. markets other than Australia and Far East
- Generalized sales force can sell

PRODUCT DESCRIPTION

TRAFFIC RATE/ROUTE

REPUBLIC TECHNOLOGY CORP.

- Provides freight rates tracking and carrier tracking for all modes of transportation in an on-line, real-time mode
- Cost effective tool for negotiations between shippers and carriers
- Rates database is easily modified for non-U.S. country rate charges
- IBM 4330/Amdahl V8
- MVS/CICS, COBOL 74 and FORTRAN IV
- Republic Steel's own proprietary product
- Generalized sales force

PRODUCT DESCRIPTION

COMCHECK

- Cash management and credit system for transportation and leisure industries
- Allows truck drivers to purchase fuel against Comchecks that are applied against company cash accounts held by Comdata
- Also allows VISA/Mastercard cash advances to patrons of casinos (Tahoe, Las Vegas, Reno, Bahamas, etc.)
- IBM 370
- Generalized sales force can sell

COMDATA NETWORK

PRODUCT DESCRIPTION

MPACT

AFFILIATED COMPUTER SYSTEMS

- Proprietary network of holding banks (ATM EFT network switch)
- Links to PULSE system and SIRUS network
- 600 ATMs under contract in Texas, Oklahoma, New Mexico, Louisiana (banks or supermarket chains)
- IBM 4300 (in process of conversion from Honeywell)
- Fairly specialized salesmen needed

LOW OPPORTUNITY MARKETS

INPUT

LOW OPPORTUNITY MARKETS

<u>PRODUCT</u>	<u>FUNCTION</u>	<u>COMMENT</u>
KEYDATA	Wholesale distribution order entry/accounting	In Chapter II
PET/SERIES (J & H Computing)	Oil drilling/exploration	Two-man outfit
BMIS (Affiliated Computer Systems)	Bank management system for independent banks	Difficult to translate to foreign markets
LEGAL MANAGEMENT SYSTEM (Logicom)	Law office accounting	Not interactive
SLP (Remote Computing Corp.)	Thrift financial planning	Difficult to translate to foreign markets

